

#17
Docket No. CANN-0208



**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**

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MAR 09 2004

Technology Center 2100

Applicant:	Cannon	Docket No.:	CANN-0208
Serial No.:	09/814,622	Group Art Unit:	2172
Filed:	03/22/2001	Examiner:	Fleurantin, Jean
Title:	METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION		

**INSTRUCTIONS TO ENTER PREVIOUS
RESPONSE TO OFFICE ACTION
DATED November 4, 2003**

Mail Stop RCE
The Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant respectfully requests the Examiner to enter the previous Amendment and response submitted in response to the Office Action mailed November 4, 2003; the response was filed on February 4, 2004. Applicant respectfully requests reconsideration of the application in view of that Amendment and Response.

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS, ALEXANDRIA, VA 22313-1450, ON: March 2, 2004

SIGNED: SASA RICHARDS

CONCLUSION

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

If any fees, including extension of time fees or additional claims fees, are due as a result of this response, please charge Deposit Account No. 19-0513. This authorization is intended to act as a constructive petition for an extension of time, should an extension of time be needed as a result of this response. The examiner is invited to telephone the undersigned if this would in any way advance the prosecution of this case.

Respectfully submitted,

Date: March 2, 2004

By Kenneth C. Booth
Kenneth C. Booth
Reg. No. 42,342

SCHMEISER, OLSEN & WATTS LLP
18 East University Drive, #101
Mesa, AZ 85201
(480) 655-0073

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Docket No.: CANN-0208

Response Transmittal

In re application of: Cannon

Serial No.: 09/814,622

Filed: 03/22/2001

For: METHOD AND APPARATUS FOR ANALYZING DATA
AND ADVERTISING OPTIMIZATIONMail Stop RCE
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified Application is a:

1. Instructions to Enter Previous Amendment;
2. Request for continued examination; and
3. Petition for one month extension.

☐ No additional fee is required.☒ The fee has been calculated as shown below:

(Col. 1)	(Col. 2)	(Col. 3)
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR
TOTAL 41	MINUS	41
INDEPENDENT 6	MINUS	6
PRESENT EXTRA		
= 0		
= 0		
<input checked="" type="checkbox"/> ONE MONTH EXTENSION OF TIME		
<input checked="" type="checkbox"/> REQUEST FOR CONTINUED EXAMINATION (RCE)		

☐ CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

☒ CERTIFICATE OF MAILING

I hereby certify that I am depositing the enclosed or attached correspondence with the United States Postal Service as first class mail in an envelope addressed to Mail Stop RCE, Commissioner of Patents, Alexandria, VA, 22313-1450, on March 2, 2004

Jason Richards

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Small Entity

RATE	ADDITIONAL FEE
x \$ 9.00=	\$.00
x \$42.00=	\$.00
\$ 55.00	\$ 55.00
\$385.00	\$385.00
Total	\$ 440.00

☒ ☒ A check in the amount of \$ 440.00 to cover fee is enclosed.☒ ☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-0513. A duplicate copy of this sheet is enclosed.☒ ☒ Any additional filing fees required under 37 C.F.R. §1.16.☒ ☒ Any patent application processing fees under 37 C.F.R. §1.17.

Date: March 2, 2004

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Respectfully submitted,

By Kenneth C. Booth
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